

MEDIA ADVISORY

Indiana Criminal Justice Institute



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Indiana Gets in Gear for Motorcycle Season

(Indianapolis, IN.) – Indiana Criminal Justice Institute (ICJI) Executive Director, Michael Cunegin announced Monday that a Motorcycle Safety & Awareness press conference will be held on the Circle in downtown Indianapolis on Friday, April 27, 2007 at 1:30 p.m. **Weather contingency plan: Radisson Hotel City Centre - 31 West Ohio Street (Indianapolis)*

The purpose of this press conference is to publicly reinforce the importance of motorcycle safety and to increase awareness of motorcyclists on the roadways. ICJI will also announce a television commercial that will feature Governor Mitch Daniels advocating motorcycle safety. The commercial will broadcast in designated regions throughout the State during the spring and summer seasons.

The press conference will immediately follow the conclusion of a Regional Motorcycle Safety summit, hosted by ICJI in conjunction with the National Highway Traffic Safety Administration (NHTSA). The summit will take place April 26 & 27 at the Radisson Hotel located in downtown Indianapolis. The goal of the summit is for participants to develop strategies that will improve the safety of motorcyclists on Indiana's roadways. A WISH TV news personality will serve as a co-panelist with Steve Reeves, host of Steel Horse, to present the news media's perspective on the Ben Rothlisberger crash.

Proven countermeasures that motorcyclists can use to increase their safety include:

- always wear a helmet and the appropriate gear;
- check equipment before riding;
- never drink and ride;
- get the right training, it can make a huge difference in motorcyclist safety;
- enroll in a course and get licensed to operate a motorcycle.

The Governor's Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination and ongoing support to state and local traffic safety advocates.

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